

You Drink & Drive. You Lose. National Mobilization

TALKING POINTS

- As a community we all support law enforcement efforts to protect us from theft, burglary, assault and terrorism. Yet, many otherwise law-biding citizens continue to view impaired driving merely as a traffic offense. Don't be fooled. Impaired driving is no accident nor is it a victimless crime.
- Impaired driving is one of the most often committed crimes, randomly killing someone in America every 30 minutes. That means you, your family or friends are equally likely to be innocent victims.
- Nationally, impaired driving fatalities are on the rise. More than 17,000 people are killed each year. More than 300,000 people are injured.
- With more people expected to be on our highways during this holiday season, this could be one of the deadliest periods ever for impaired driving fatalities.
- To protect **[CITY/TOWN]** families during this long holiday period, local law enforcement agencies will be out in full force, December 20, 2002 to January 5, 2003, as part of the *You Drink and Drive. You Lose.* National Mobilization to keep citizens safe from impaired drivers.
- The national mobilization is a partnership of criminal justice and traffic safety partners in all 50 States joining forces to catch impaired drivers and to lock them up.
- Local law enforcement will be out in full force conducting saturation patrols and sobriety checkpoints to identify and arrest impaired drivers.
- Too many people still don't understand it's a crime to mix alcohol, drugs and driving. If you find it hard to figure out if you've had too many drinks to drive — don't risk it. Impairment begins with the first drink and impaired driving is against the law.
- If you're feeling "buzzed" you are most likely impaired. And if you drive impaired, law enforcement will likely catch you.
- There will be no warnings. Our message is simple – *You Drink and Drive. You Lose.* Violators can lose their licenses, time from their jobs, and lose money in high fines and court costs as well as possibly face imprisonment for repeat offenses, assault and vehicular manslaughter.
- Refuse a blood alcohol concentration test and you can lose your license on the spot and have your car impounded. You'll be spending your money on bail and towing fees instead of holiday gifts.
- Although, every year 1.5 million impaired drivers are arrested, only one arrest is made for every 772 occurrences of driving under the influence of alcohol or drugs and repeat offenders account for a high number of alcohol-related crashes. As a result one in three Americans will be affected by this violent crime in their lifetime.

- We have come to a crossroads in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.
- The key to reversing this alarming trend is taking a systematic approach with law enforcement, prosecutors, judicial officials, traffic safety partners and individuals each doing their part, to protect innocent victims from impaired drivers.
- **[LOCAL ORGANIZATION]** is committed to making our neighborhoods safer and will be working with criminal justice officials to remind everyone:
 - Don't risk it – If you plan to drive, don't drink.
 - Choose a sober designated driver before partying.
 - Take mass transit, a taxicab or ask a friend to drive you home if you didn't plan in advance.
 - Spend the night where the activity is being held.
 - Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.
- Nearly 97 percent of Americans view drunk driving by others as a major threat to themselves and their families.
- Saturation patrols are increased enforcement efforts, usually involving multiple agencies that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence—such as every other or every fourth, fifth or sixth vehicle—depending on the manpower available and traffic conditions.
- Sobriety checkpoints, saturation patrols, undercover officers and concerned citizens ... chances are if you drive impaired this holiday you'll get caught. This holiday and every day, please celebrate responsibly, designate a sober driver, take a taxicab, mass transit or you'll be taking a ride straight to jail. Remember: *You Drink & Drive. You Lose.*

